

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK 2614 – PRINCIPLES OF MARKETING

(Accounting Group)

12 MARCH 2018
9.00 a.m - 12.00 p.m
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 (TWO) printed pages (including the cover page).
2. Answer **ALL** questions.
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.
Total 100 marks.

Question 1

The growth of internet has enabled researchers to collect primary data through online marketing research. Describe the basic marketing research process.

(20 marks)

Question 2

Market segmentation allows marketers to categorise buyers according to their unique needs. Explain the four major segmentation variables for consumer markets.

(20 marks)

Question 3

New-product development involves more than a single step, thus companies must take a holistic approach to manage it. Briefly describe the steps in the new-product development process.

(20 marks)

Question 4

Describe the concept of viral marketing in digital platform and explain why it is attractive to marketers.

(20 marks)

Question 5

List the various types of sales promotions. What are their objectives?

(20 marks)

End of Page.